

THE ARIZONA CENTENNIAL

BUILDING ON SUCCESS

On February 14, 1912, after nearly 49 years as a U.S. territory and thousands of years as a sacred home to indigenous peoples, Arizona became the 48th state and the last of the contiguous states to enter the Union of the United States of America.

At the time of statehood, Arizona epitomized the economic promise of the American West. Rich in natural resources, the state was earning its reputation as the home of the Five C's – copper, cattle, cotton, citrus and climate. Its people reflected the rich history and heritage of the Southwest from the influences of its Native American and Hispanic cultures to the adventurous spirit of its early prospectors, ranchers and farmers. All embraced Arizona's rugged, but rich environment to create a unique and prosperous lifestyle.

Arizona continues to be recognized for its natural beauty, a high quality of life and its ongoing innovation in all fields of endeavors, from agriculture to technology.

THE CENTENNIAL 5 C'S

Together, as we begin to plan and prepare for this Arizona milestone, the Centennial commemoration will be an opportunity to reflect on Arizona's past, present and future as well as our rich diversity — of people, places and progress. It is our hope that in 2012 we can boast of our own "Five Cs" that made the Arizona Centennial meaningful and memorable – that the Centennial was a time for:

- *Commemoration* that provided the opportunity to learn from our past, and tell all the stories of Arizona that should be told so we continue to move forward with better understanding and empathy among our citizens.
 - *Celebration* of all we are today as Arizonans - hosting a homecoming for friends and family and welcoming newcomers one and all - exhibiting all the innovation and progress we have made since our early beginnings.
 - *Collaboration* among the public and private sectors on this unique occasion, which encouraged public and private sectors to create meaningful celebrations and projects whose impact will endure into the future.
 - *Communities* to showcase Arizona's rich and diverse tapestry of natural, cultural and social history and economic vibrancy.
 - *Cooperation* when we used this once-in-a-lifetime opportunity as a catalyst to plan for and invest in our future, so that the next generations of Arizonans may enjoy the same and even higher quality of life that our forebears left for us.
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